ALUMNI MEMBER SURVEY

December 2020

Members

71% Alumni built public speaking confidence & became more effective speakers

Members who met their goals stayed 7.5 years

68% Alumni satisfied with their Toastmasters experience

Membership Status

- I may renew in the future (49.70%)
- I intend to renew soon (32.53%)
- I do not plan to renew (17.78%)

Willingness to recommend Toastmasters

7.5 out of 10

Top Reasons for Not Renewing

- COVID-19 (38.28%)
- Personal (25.94%)
- Other (25.10%)
- Time (24.69%)

Over 50% Alumni members would be motivated to rejoin when in-person meetings resume

"I am a big fan of the organization; it is just that I prefer in-person meetings."
- Alumni member from District 119

"As soon as in-person meetings are back I will renew my membership."
- Alumni member from District 92

Alumni Demographics

Age

- 18-24: 5.96%
- 25-34: 14.90%
- 35-44: 22.72%
- 45-54: 21.41%
- 55-64: 20.86%
- 65+: 14.15%

Education

- Bachelor's degree (40.40%)
- Master's degree (30.43%)
- Some College (11.59%)
- Professional or Doctoral degree (11.59%)
- Associate degree (11.59%)
- High school (5.81%)
- Student (5.81%)

Employment Status

- Employed Full-time (59.61%)
- Self-employed (13.64%)
- Retired (12.03%)
- Part-time (7.54%)
- Student (4.66%)
- Other (2.52%)

Margin of error: +/- 4.1%

Confidence interval: 95%

Response rate: 6.3%

Completion rate: 90.8%